

WHY

SOCIAL MEDIA literacy

IS A MUST

Social Media is great- it allows your company to connect to the rest of the world, to find new leads and engage with innovative tools , yet there are risks associated with all this interaction. Here's a snap shot of what is happening on social media

1 million

new users on Twitter

EVERYDAY

Facebook hit

1 Billion

Users in 2012

27 %

check social media before

WORK E-MAIL

18
PER SECOND

victims of cybercrime



1 / 6
of social media accounts have been

HACKED

ONLY 50%

Use privacy settings

76%

of social media

PREVENTABLE

44%

are unaware of social media security solutions

76%

of businesses have no social media policy

WHAT SOCIAL MEDIA LITERACY HELPS YOU DO...

- 1
- 2
- 3
- 4
- 5

CONNECT
CHAT



AND INTERACT
SAFELY

MARKET TO



NEW CUSTOMERS



PROTECT YOUR REPUTATION AND
ENHANCE BRAND LOYALTY

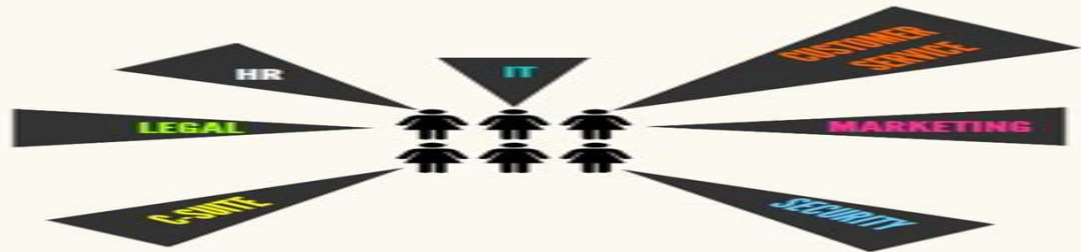
SOCIAL MEDIA / ONLINE SECURITY



OPPORTUNITIES OF TAKING BRAND GLOBAL



**WHO
SHOULD
KNOW
THIS
STUFF?**



EMPLOYEES WHO HAVE HAD SOCIAL MEDIA LITERACY TRAINING

Have more professional profiles

Use social media more strategically

Are better prepared for crisis

Use privacy and security tools better

Engage better with social media community

Are more productive when using social media

LEVELS OF SOCIAL MEDIA LITERACY

what is your literacy level?



SOURCES:
adobe
infographic lab
business insider
wikipedia
2012 Norton Social Media study

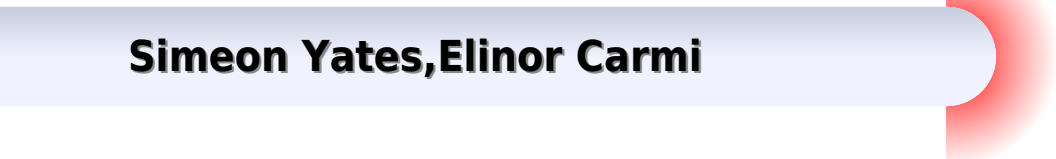
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Social Media Literacy Ideas

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